

Michigan Sustainable Energy Coalition: LAUNCH PLAN

Executive Summary (Draft v3.3 - 9/13/05)

We must change direction! Michigan imports 100% of the coal and uranium, 96% of the petroleum, and 70% of the natural gas used in the State. Imported fuels cost Michigan citizens and businesses roughly \$20 billion in 2004, and much more today. Our lagging economy is utterly dependent on imported fossil fuels, fueling the economies of fossil fuel rich states and countries. Without fundamental changes to our energy system, rising fuel prices will only increase Michigan's economic risk exposure.

We can make smarter energy choices! Fortunately, Michigan is blessed with a significant renewable energy resource base, great potential for cost-effective energy efficiency improvements, and an established industrial base selling into global markets that increasingly demand energy technologies with superior environmental attributes. And – for the first time in many years – Michigan's political leaders are beginning to recognize the urgency of dealing with energy issues.

The time to act is now! Discussions about and actions related to the development of Michigan's current and future energy policy will go ahead, whether we join in them or not. If we expect to hold a leadership position in this arena, we cannot expect to wait until the decisions have been made. The choice to effectively engage is ours.

Together we can win! The Michigan Sustainable Energy Coalition (MSEC) is a new 501(c)(6) organization being formed to advance policies that accelerate adoption of sustainable energy solutions in Michigan. "Sustainable energy" broadly includes energy production and management that simultaneously enhance economic, social and environmental well-being. MSEC's initial application of this term focuses specifically on renewable energy and energy efficiency.

MSEC is a coalition of businesses, institutions, public interest groups and individuals who are committed to the advancement of a sustainable energy public policy agenda to diversify Michigan's economy while increasing the security of our energy supplies.

The **Mission** of the Michigan Sustainable Energy Coalition is: *"To advance policies that achieve robust market adoption of sustainable energy products, technologies and practices in Michigan."*

MSEC's **Goals** are to advocate **policy frameworks** that:

- Goal 1:** Support significantly **greater use of renewable fuels in Michigan.**
- Goal 2:** Support significant **improvements in energy efficiency and use.**
- Goal 3:** Establish the sustainable energy sector as a **leading high-growth, job creation industry** in Michigan.

MSEC's policy **Objectives** to meet these goals are:

Objective 1: Lead the design and adoption of an effective **Sustainable Energy Portfolio Standard** applicable to all of Michigan's electric power suppliers that create a viable and robust market to support wind power, solar power, bio-mass, geothermal, hydro-power, energy efficiency and other sustainable energy solutions.

Objective 2: Ensure that sustainable energy is advanced as a key component within a comprehensive **State Energy Plan** for the State of Michigan.

Objective 3: Lead the development and adoption of **transportation policies** that foster local investment in, production of, and use of renewable fuels.

Strategies to achieve these objectives are to (1) **educate** government and business decision-makers, (2) **lobby** Michigan's legislative and executive branches of government, and (3) **conduct public education/media** outreach to create public awareness and support of clean energy solutions. Initially, much of MSEC's work will be done through **issue-driven Workgroups** organized around **focused campaigns** to win particular MSEC's objectives. Workgroup tactics include:

- Develop clear, consistent message frames that support MSEC communication activities.
- Blanket print and radio media with messages that educate the public as to the risks and economic drain caused by our existing energy imports.
- Leverage resources through partnerships with other organizations.
- Combat current "business-as-usual" bias within the Capacity Need Forum planning process
- Ensure that Sustainable Energy has a strong and ever-present voice in the upcoming State Energy Plan deliberations by the Senate Technology & Energy Committee
- Submit legislation to advance a Sustainable Energy Portfolio Standard by the end of 2005, and gain legislative approval by the end of 2006
- Support and modify existing legislation that advances renewable transportation fuel production and use
- Ensure that Sustainable Energy is a key element within the funding to be derived by the pending 21st Century Jobs initiative.
- Succeed in making sustainable energy a central issue in the 2006 gubernatorial campaign

During MSEC's first year, a **Founding Board** will be selected to carry out MSEC's mission. The Board's initial priorities will be to (1) formally incorporate, (2) begin fundraising, (3) hire an Executive Director, (4) recruit other resources for P.R., lobbying, and communications, and (5) facilitate organization and implementation of Workgroups to advance MSEC's objectives.

In Year 1, the Board will focus on raising \$100,000 from members, sponsors, and other interested parties to fund basic startup costs and on-going operations. In launching MSEC, the Board will strive to attain 80% of annual membership fees by the end of 2005. The target budget for Year 2 and beyond is at least \$150,000 per year. On an on-going basis, MSEC will be funded by membership fees, issue/campaign-specific donations, and donations from institutions supporting MSEC's broader mandate.